

CASE STUDY

BACKGROUND

AMR MANAGEMENT SERVICES

AMR is An Accredited Association Management Company. AMR Management Services (officially Association Management Resources) is a Lexington-based company founded in 1997 by John and Shirley Ruffin. It is a full-service Association Management Company (AMC) that provides operational, financial, and strategic support to nonprofit trade associations, professional societies, and foundations.



Client Overview

As one of the leaders in the association management space we provide a wide range of services for associations and professional societies, including strategic leadership support, financial management, education and event management, member relations, marketing, communications, program management, IT services, and general administration.

At AMR, we see the organizations we work with—including trade associations, member organizations, professional societies, and nonprofit foundations—as partners, not just clients. Similarly, our staff members are more than employees; they are the AMR team.

AMR & Unified Technologies

A Trusted Technology Partner Since 2012

For more than a decade, AMR Management Services has partnered with Unified Technologies to support critical business technology needs across multiple organizations. According to Kevin Becknell, Director of Technology at AMR Management Services, the relationship goes far beyond a traditional vendor arrangement.

“They are not just a vendor for us, but they really are a partner and are part of our success.”

When Kevin joined his current company, one of his first actions during his first week was reconnecting with Unified Technologies to restore the partnership. That decision reflected the confidence he had built through years of positive experience working with their team.

Solutions Delivered

Comprehensive IT & Communications Support

AMR Management Services relies on Unified Technologies for a broad range of technology services, including:

- Business phone services
- IT helpdesk support
- Cybersecurity services
- IT project assistance and implementation

The partnership allows Kevin and his team to scale effectively, especially during periods when internal resources or time are limited.

Consistent Professionalism & Expertise

Over the years, Kevin has worked with many members of the Unified Technologies team and consistently found them to be knowledgeable, responsive, and committed to delivering results.

“I’ve always been pleased with their professionalism, advice, and commitment to getting the job done right.”

This dependable support has helped AMR Management Services maintain operational efficiency while confidently navigating evolving technology demands.

Results

By partnering with Unified Technologies, AMR Management Services has benefited from:

- Reliable day-to-day IT support
- Enhanced cybersecurity capabilities
- Trusted guidance on technology decisions
- Additional project bandwidth when needed
- A long-term strategic technology partner

“I’m always happy to share about my experiences with Unified Technologies! I’ve been working with UT since about 2012 for two different companies. The first week at my current company, I called them to get them back to being a partner with me. That wording is important to me, because they are not just a vendor for us, but they really are a partner and are part of our success.”

— Kevin Becknell, Director of Technology, AMR Management Services